



THE POWER OF POLICY & PARTNERSHIPS

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PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

LEARNING OBJECTIVES

- Using Policy Change as a Way to Change Specific Behavior
- Understanding the Interplay Between Norms and Policies
- How to Use a Framework for Policy Development
- Successful Policy Change Requires More than Just “Good Ideas” – How to Move Policy Agendas

NORMS AND POLICIES

Key Terms To Understand

A Dynamic Relationship with Subtle Distinctions

Norms:

- A voluntary or expected way of behaving

Policies:

- The bridge between custom and law

NORMS AND POLICIES: WHAT COMES FIRST?

NORMS → POLICIES
(a “*reactive*” model)

POLICIES → NORMS
(a “*pro-active*” model)



MAKING THE CASE: POLICY-FOCUSED PUBLIC HEALTH

In addition to individual and family initiatives, public health is increasingly focused upon assessing and modifying our social and physical environments through policy change to impact our attitudes, habits and behaviors. **WHY?**

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The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

MAXIMAL IMPACT

- Behavioral change research tells us that comprehensive approaches to prevention are most successful
- Broader reach -- strategies focused on the environment have the ability to reach entire populations and reduce collective risk

EASE OF MAINTENANCE

- Environmental approaches can be cost-effective
 - >> costs associated with implementation, monitoring, enforcement and political action can be considerably lower than those associated with individual efforts (i.e., ongoing education, health care treatment)

“BEYOND BROCHURES”

Events Focus

One time

Not set up to result
in behavior change

Limited duration

Non-sustaining

Policy Focus

Ongoing

Intended to change
behavior

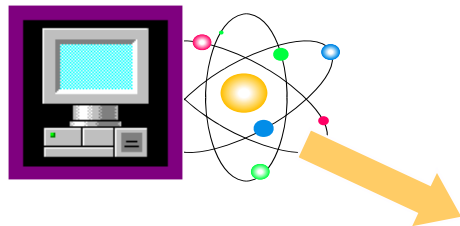
Long term

Sustaining

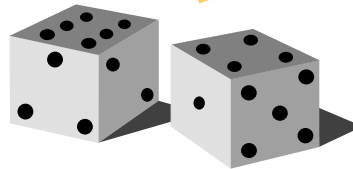
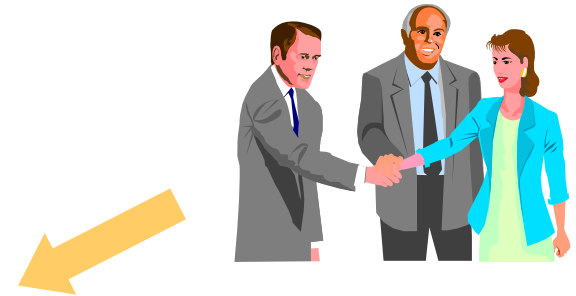
DEFINING “POLICY DEVELOPMENT”

Policy development..... means using data, other information, and community values to address community health problems or build community capacity, weighing the costs and benefits of policy options, choosing a desired option, and recommending programs and services to carry out that policy.

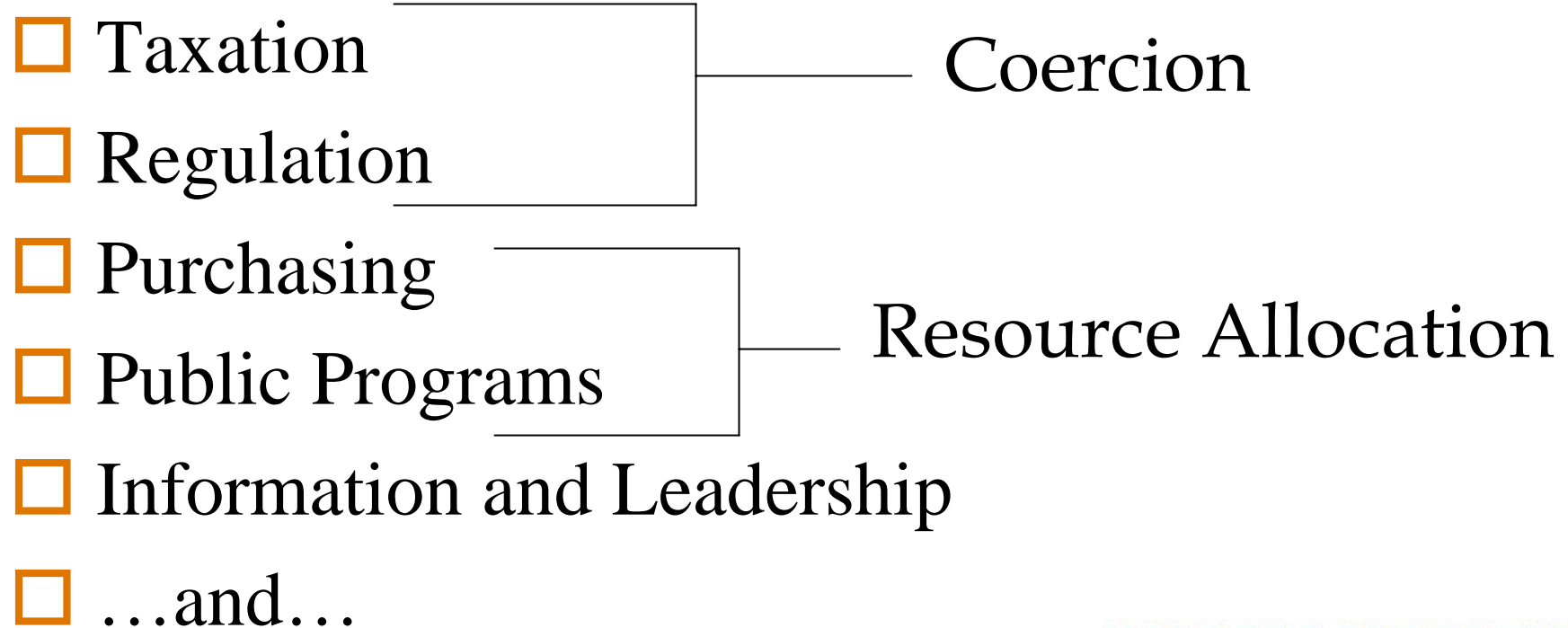
INGREDIENTS OF PUBLIC POLICY



It is the intent of
the legislature
that health services be
accessible to all communities in the ...



THE TOOLS OF PUBLIC POLICY



THE POLICY ANALYSIS FRAMEWORK

- ❑ Identify and define the public policy issue
- ❑ Understand the economic market context
- ❑ Identify the stakeholders, their values and interests
- ❑ Determine potential options for policy action
- ❑ Analyze strengths and weaknesses of options
regarding science and values

USING EVIDENCE-BASED INFORMATION

Best Practices

- Proven research findings

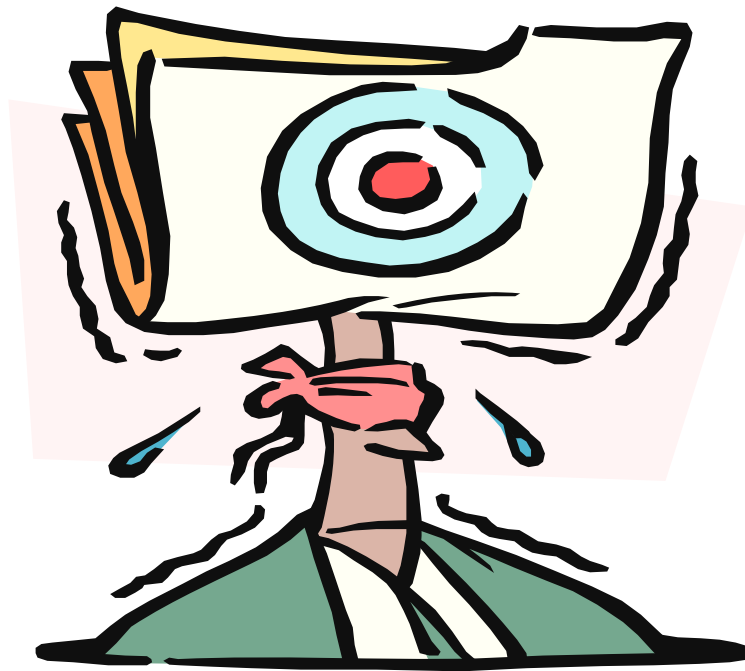
Promising Approaches

- Some research basis

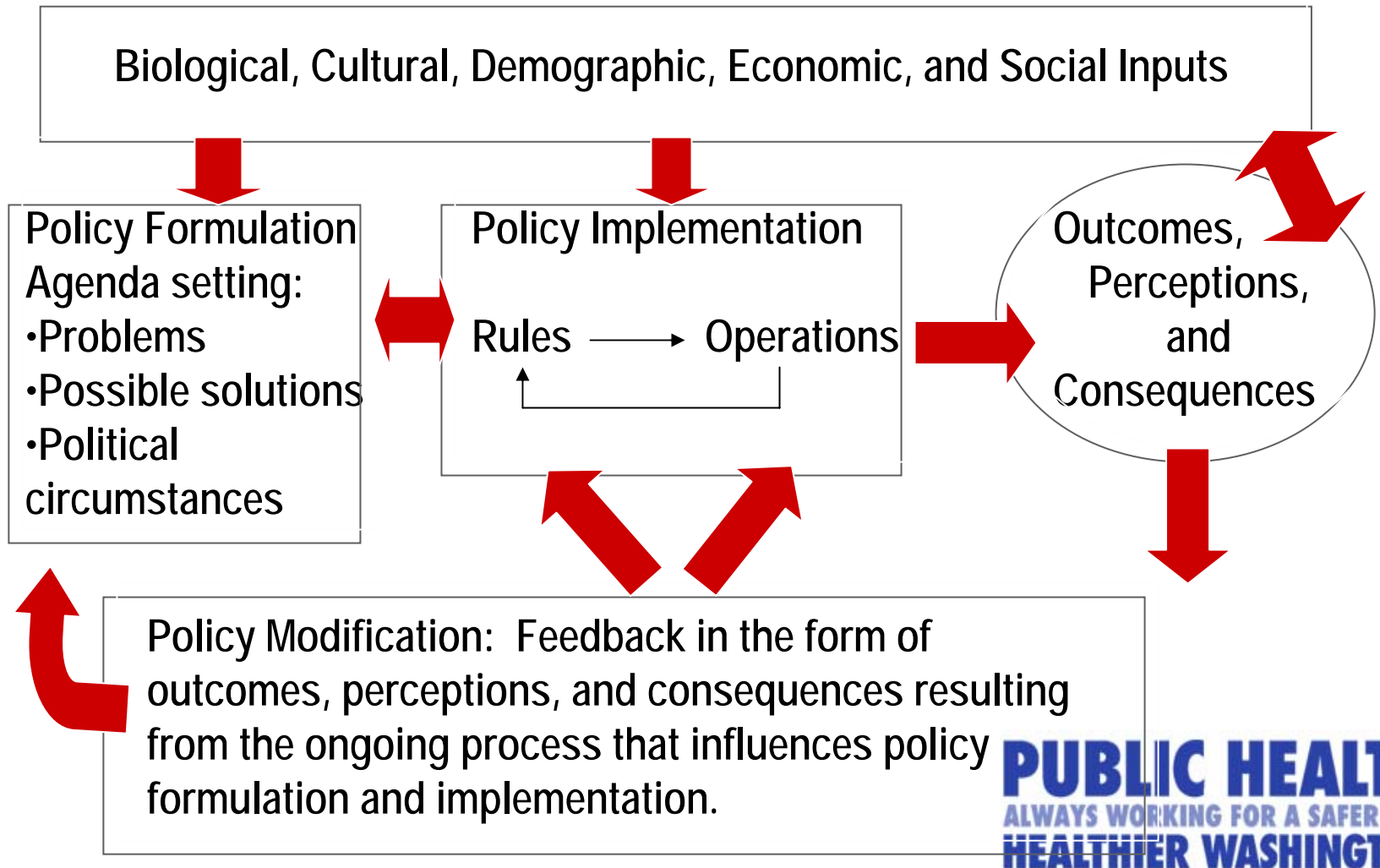
Innovative Ideas

- Brand new approach (untested)

POLICY-MAKING IS NOT ULTIMATE TRUTH



POLICY DEVELOPMENT MODEL



POLICY DEVELOPMENT: MORE THAN JUST GOOD IDEAS

Changing Policy Is Also About:

- Engaging in politics (at any level) and understanding your role
- Coalitions and partnerships
- Media advocacy

MOVING POLICY AGENDAS

Changing Policy Is Also About:

- Engaging in politics (at any level) and understanding your role

MOVING POLICY AGENDAS

Changing Policy Is Also About:

- Coalitions & Partnerships
 - ➔ Determining a shared goal increases the potential of success

MOVING POLICY AGENDAS

Changing Policy Is Also About:

- Media Advocacy

STATE ROLE: INTEGRATION AND GREATER SKILLS-BUILDING IN POLICY DEVELOPMENT

Importance of Understanding the Role of Policy in Prevention

- April 2005: Policy Training in Tacoma
 - ➔ 250 attendees learned the “why” and the “how” of policy development

TEACHING POLICY DEVELOPMENT: LESSONS LEARNED

- Demystifying roles of the various sectors – especially government
- Successful skills-building must be done with precision and planning – tools needed
- Importance of attention to implementation and leadership buy-in

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SOME TAKE-HOME THOUGHTS

- Behavioral change is possible
- Policy approaches are a legitimate part of the business of public health
- Effective policy development is more than just jumping to your favorite solution
- Learning **how to move** policy agendas is the other part of successful policy change

QUESTIONS?

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